

REMARKS

Claims 80-89 and 109-115 are pending in this application, with claims 109 and 115 being independent. Claims 80, 81, and 86-89 have been amended. Claims 1-79 and 90-108 have been cancelled. Claims 109-115 have been added. Support for the present amendments and the new claims appear in the application at, for example, page 2, line 25 to page 3, line 3; page 5, lines 11-23; and FIGS. 4A and 4B. No new matter has been introduced.

As a preliminary matter, Applicants thank Examiner Huynh for the thoughtful courtesies and kind treatment afforded to Applicants' undersigned representative during the personal interview conducted on April 19, 2007. During the interview, the rejection of claim 79 as being anticipated by U.S. Patent Number 6,480,852 ("Himmel") was discussed. Applicants thank Examiner Huynh for kindly allowing Applicants to file a supplemental reply to the non-final Office Action with the goal of overcoming the present rejection and placing this case in condition of allowance.

Claim Rejections – 35 U.S.C. § 102

Independent claims 79 and 107, along with their dependent claims 81, 82, 84, 86-89 were rejected under 35 U.S.C. § 102(e) as being anticipated by Himmel. Dependent claims 80, 83, and 85, which previously depended from claim 79, were rejected as being unpatentable over Himmel. With respect to the canceled claims 79 and 107 this rejection is rendered moot. Applicants have introduced new independent claims 109 and 115.

Independent claim 109 recites a method of tailoring a user interface favorites menu for a user. The method includes establishing a master screen name for a parent or guardian, the master screen name being associated with a network service provider account, and logging the parent or guardian into the network service provider account under the master screen name. The method further includes receiving, from the parent or guardian and while the parent or guardian is logged into the network service provider account under the master screen name: a first subordinate screen name for a first child of the parent or guardian, the first subordinate screen name being associated with the same network service provider account as the master screen name;

instructions to associate the first subordinate screen name with a first demographic grouping from among a list of demographic groupings; a second subordinate screen name for a second child of the parent or guardian, the second subordinate screen name being associated with the same network service provider account as the master screen name and the first subordinate screen name; and instructions to associate the second subordinate screen name with a second demographic grouping from among the list of demographic groupings.

The method further includes associating the first subordinate screen name with the first demographic grouping. The first demographic grouping designates a first favorites menu related to first content and configured to enable access to the first content by the first subordinate screen name having the first demographic grouping. The method also includes associating the second subordinate screen name with the second demographic grouping. The second demographic grouping designates a second favorites menu related to second content and configured to enable access to the second content by the second subordinate screen name having the second demographic grouping, the second content being different from the first content.

The method further includes receiving, from the first child and at the network service provider account, the first subordinate screen name. In response to receiving the first subordinate screen name from the first child: accessing the first demographic grouping associated with the first subordinate screen name; based on the first demographic grouping associated with the first subordinate screen name, automatically selecting the first favorites menu from among a plurality of favorites menu that includes the first and second favorites menus; automatically making the selected first favorites menu perceivable to the first child, the selected first favorites menu containing a first plurality of links, each link selectable to access a particular content; and enabling the first child to manually add links to the first plurality of links or remove links from the first plurality of links in the selected first favorites menu, wherein subsequent perception of the selected first favorites menus reveals a menu of favorites that includes added links and excludes removed links.

The method further includes receiving, from the second child and at the network service provider account, the second subordinate screen name. In response to receiving the second

subordinate screen name from the second child: accessing the second demographic grouping associated with the second subordinate screen name; based on the second demographic grouping associated with the second subordinate screen name, automatically selecting the second favorites menu from among the plurality of favorites menu; automatically making the selected second favorites menu perceivable to the second child, the selected second favorites menu containing a second plurality of links that is different from the first plurality of links; and enabling the second child to manually add links to the second plurality of links or remove links from the second plurality of links in the selected second favorites menu, wherein subsequent perception of the selected second favorites menus reveals a menu of favorites that includes added links and excludes removed links.

Applicants respectfully request reconsideration and withdrawal of the rejection because Himmel fails to describe or suggest a method for receiving a subordinate screen name which has previously been associated by the parent or guardian with a particular demographic grouping (e.g. an age group or a maturity level), and selecting a favorites menu for the screen name, from among a plurality of favorites menus, based on the particular demographic grouping associated with the screen name. And, Himmel certainly does not describe or suggest a method for allowing a parent or a guardian to access a network service provider account under a master screen name and thereafter create a subordinate screen name for each of two youngsters and associate different levels of access control with each of the subordinate screen names such that when the first youngster uses his/her subordinate screen name to access the network service provider account, the first youngster is presented with a first favorites menu based on the first youngster's assigned demographic grouping. And, similarly, when the second youngster uses his/her subordinate screen name to access the network service provider account, the second youngster is presented with a second and a different favorites menu based on the second youngster's assigned demographic grouping, which is different from the first youngster's assigned demographic grouping.

Instead, Himmel describes a method for rating bookmarks in a web browser and for selectively inhibiting access to the bookmarks based on their ratings. In particular, the method

includes enabling a user to associate access restriction to a particular rating such that bookmarks with that rating can only be viewed by users that input a given password. As such, Himmel generally describes a method that enables access to restricted bookmarks based on whether or not a user successfully inputs a password that allows access to the bookmarks. Notably, the mechanism contemplated by Himmel to enable presentation of particular restricted bookmarks to the user is merely the user successfully inputting a password. Accordingly, Himmel's system presumes that the user is authorized and of the proper age to view the restricted bookmarks if the user is able to correctly input the password.

In contrast, the claimed method enables access to a favorites menu based on a child inputting a subordinate screen name (i.e., user identifier) associated with a network service provider account, the subordinate screen name having been previously associated with a particular demographic grouping by a parent or guardian that logged into the same network service provider account under a master screen name. The demographic grouping associated with the subordinate screen name is accessed and the appropriate favorites menu is selected from among a group of favorites menus based on the demographic grouping. The appropriate favorites menu is then made perceivable to the child. Notably, Himmel does not describe or suggest these features because Himmel does not contemplate using screen names for access control of favorites menus, much less using master and subordinate screen names of a single network service provider account in the recited manner for the access control.

Accordingly, for at least these reasons, Applicants request reconsideration and withdrawal of the rejections of claim 109 and its dependent claims 80-89 and 110-114.

Claim 115 recites a computer implemented system for tailoring a user interface favorites menu for a user. The system includes means for performing the method described by claim 109. Accordingly, for at least the same reasons described above, Applicants request reconsideration and withdrawal of the rejection of claim 115.

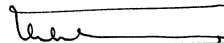
Conclusion

It is believed that all of the pending issues have been addressed. However, the absence of a reply to a specific rejection, issue or comment does not signify agreement with or concession of that rejection, issue or comment. In addition, because the arguments made above may not be exhaustive, there may be reasons for patentability of any or all pending claims (or other claims) that have not been expressed. Finally, nothing in this reply should be construed as an intent to concede any issue with regard to any claim, except as specifically stated in this reply, and the amendment of any claim does not necessarily signify concession of unpatentability of the claim prior to its amendment.

No fee is believed to be due at this time. Please apply any other charges or credits to deposit account 06-1050.

Respectfully submitted,

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